

Ad In Newspaper & electronic & print media: →
" 31141 MAGGI 24th 21, 24th 21 "

Recent report on 5th Jan 2019; "lead found in Maggi; They will be fined 650 cr".

Q → Is this ad misleading? If yes, explain measures/actions you will take as a competent authority of consumer."

Ethics in Advertisement is a very important. ~~It leads~~
An ethical ad is a one which communicates in very clear & unambiguous terms the merit & purpose of the product to the consumers. It let consumers to make a choice among the similar products available on the basis of merits, which are usually manifested in the advertisement. Hence giving false details of merits while hiding the obvious demerits is a clear case of destruction of ethics. & that's exactly what has happened in case of Nestle's Maggi.

This leaves us to ponder as to how can we make more transparent ads which don't intend to fool the masses.

There already exist many regulation on ads & recently Advertising Standard Council Act of India has been amended in 2015 in the backdrop of Maggi lead in Maggi to spread the onus of advertisement from the products' company to all the defors of advertisement. Therefore it included following: →

- 1) All those who advertise false & redundant product is liable for taking responsibility of that product - & company's evil
- 2) Those who advertise misleading & false redundant product shall be punishable w/ imprisonment for a term ~~upto~~ upto 2 years &, or a hefty fine of 10 lakh \$ for second time offense punishable upto 5 years & / or fine up to 50 L.

At present ASCI is responsible for scrutiny of ad made in India; but scrutiny occurs only after ads are made. Therefore I, as a competent authority would have changed this scrutiny from "post"

Advertisement" to pre-Advertisement. I would impose such rules which would have made it obligatory for all the actors of advertisement to ask for valid & legal verification from competent authorities. Only after providing certificates of character, ^{by the} the product ^{company} advertisement should endorse their product.

Another major issue is that ASCI don't cover the ads running in print media & Internet; therefore as a competent authority, I would bring this void in the minds of law makers so that they can broaden the horizons of the ~~at~~ ASCI & include all the spheres of advertisement.